



MWR THEME OPERATIONS

February 2005

Introduction:

It's only been a month, but 2005 is already shaping up to be another exciting year. We're currently putting the finishing touches on this year's MWR Theme Operations, Unit Managers' Conference, 3-8 April in Orlando. It looks to be another great conference and one you certainly don't want to miss! We have some great sessions planned and lots of surprises in store for you. More details about this year's conference are contained below.

In this issue, look for our continuing series on Emotional Intelligence (EI) and what it takes to be an outstanding leader. We've also included articles on our most recent openings, promotion updates, upcoming openings, team member transitions and more.

Also, for your convenience, we've placed prior editions of *E-News* on our website: http://www.armymwr.org/home/Show_file.asp?fileID=85 There you'll find previous editions of *E-News*, recent press releases and other pertinent MWR Theme Operations information.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals.

Roger Weger
Chief, Food Services Division

MWR Branded Theme Managers' Conference.

The 7th MWR Theme Managers' Conference hosted by U.S. Army Community and Family Support Center (USACFSC), Business Programs Directorate, is planned for 3 – 8 April 2005.

This year the conference will be held at the Armed Forces Recreation Center (Shades of Green), Lake Buena Vista (Orlando), Florida. Once the conference has been officially approved, formal notification will be sent out. At that time, information will be provided so that each attendee will be able to make their room reservations.

This headquarters will fund travel, lodging accommodations, and per diem for one manager from each MWR Theme Operation and one IMA representative from each region. No rental cars are authorized.



Attendees will consist of unit managers of MWR Theme Operations currently operational; managers of MWR Theme Operations sites scheduled to open within the fiscal year, IMA representatives who coordinate MWR Theme Operations for their region/command, and other personnel involved with the MWR Theme Operations program. This year's conference will focus on operational issues within the program with emphasis on food and beverage issues and food safety training (ServSafe). On-site ServSafe certification training will be offered and is mandatory for conference participants who are not currently ServSafe certified. For those who are already certified, we will also offer Food-Trak training, MWR financial management training, and a NAF benefits/retirement planning session. In addition, we will offer training in business planning, management controls, and upcoming promotions.

As soon as we receive notification of conference approval from higher Headquarters, this office will send official notification to potential conference participants. (POC: Gloria Bailey-Davis, DSN 761-5207, e-mail: Gloria.Bailey-Davis@cfsc.army.mil)

Leadership:

Over the last two issues we explored two of the five components of emotional intelligence (EI); self-awareness and motivation. In this issue we discover a third component, "self-regulation".

Biological impulses drive our emotions, and we cannot do away with them—but we can do much to manage them. Self-regulation, which is like an ongoing inner conversation, is the component of emotional intelligence that frees us from being prisoners of our feelings. People who maintain a high degree of self-regulation feel bad moods and emotional impulses just as everyone else does, but they find ways to control them and even to channel them in useful ways.

Why does self-regulation matter so much for leaders? First of all, people who are in control of their feelings and impulses—or, in other words—people who are reasonable—are much more likely to create an environment of trust and fairness. In such an environment, politics and infighting are sharply reduced and productivity is high. Talented people want to work for the organization, and once there, want to stay. And self-regulation has a trickle-down effect. No one wants to be known as a hothead when the boss is known as a calm-approach type of person. Fewer bad moods at the top mean fewer throughout the organization.

Second, self-regulation is important for competitive reasons. Everyone knows that business today is rife with ambiguity and change. Companies merge and break apart regularly. Technology transforms work at a dizzying pace. People who have mastered their emotions are better able to roll with the changes. When a new program is announced, they don't panic; instead, they're able to suspend judgment, seek out information, and listen as the new program is explained. As the initiative moves forward, these people are able to move with it, and sometimes even lead the way.

The importance of self-regulation cannot be underestimated. It enhances integrity, which is not only a personal virtue but also an organizational strength. Many of the bad things that happen in companies are a result of impulsive behavior. People rarely plan to overstate profits, pilfer product, dip into the till, or abuse power for selfish ends. Instead, an opportunity presents itself, and people with low impulse control sometimes just say yes.

The signs of emotional self-regulation are easy to see: a propensity for reflection and thoughtfulness; comfort with ambiguity and change; and integrity—an ability to say no to impulsive urges.

Grand Openings:

Strike Zone Snack Bar Grand Opening is a Hit at Fort McPherson, GA

Nearly 400 guests enjoyed the Grand Opening celebration of the Strike Zone snack bar on Thursday, 27 January 2005 in the newly renovated 10-lane Fort McPherson Bowling Center.

COL Angela Manos, Garrison Commander, Fort McPherson in her opening remarks encouraged everyone to enjoy this newly renovated facility which recently underwent a \$543K renovation. The entire facility renovation which began 1 October 2004 included a new snack bar, 40-seat dining area, 68-seat multi-purpose area and lounge, updated game room, offices, restrooms, and a complete lane refurbishment. This unit will also feature the Starbucks "We Proudly Brew" program for guests to enjoy.

Guests also enjoyed the celebration with a complimentary buffet prepared by the Strike Zone team featuring their most popular menu items to include; supreme macho nachos, crispy chicken tenders, sandwiches, hot dogs, a full 28 item salad, pasta, soup and chili bar and plenty of Primo's delicious pizza. Even Chef Primo the CFSC MWR Theme Operations team mascot was on-hand to meet and greet the many guests in attendance.

Strike Zone is open 8:30 AM until 9:00 PM Monday through Saturday. This unit represents the 16th Strike Zone snack bar to open in the growing family of Army Branded Theme Operations. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).



Mr. Sam McGee, CSM Andrew Hall, Roger Weger, Mr. Joe Plunkett and COL Angela Manos cut the Grand Opening ribbon.



FR: Deloras Haynie, Shoronda Carr, Stephanie Daniel, Antwanda Van Diver, Winona Smith, Ray King. BR: Jahari Benton, Tony Marko, Maudiette Warren, Mike Wooditch, Joe Faasbender, Michael Amarosa, Barry Pinsky.

Fort Bliss Opens New Coffee House

On 7 January 2005 Fort Bliss celebrated the Grand Opening of their new coffeehouse, the Mainstreet X-presso. Designed as a great place to relax and socialize, the facility also proudly brews and serves Starbucks coffee. In addition to Starbucks coffee, Mainstreet X-presso also offers guests a selection of fresh pastries and pannini sandwiches. Starbucks retail merchandise is also available for sale. The opening of Mainstreet X-presso was a collaborative effort by Fort Bliss MWR, the USACFSC, Business Programs, Food Services Division and the Army and Air Force Exchange Service personnel. The new facility is equipped with indoor and outdoor seating, a drive-through window, and mirrors up-scale coffee houses found in the surrounding civilian community. (POC: Mike Ambrose, DSN 761-5214, e-mail: Milo.Ambrose@cfsc.army.mil).



Mainstreet X-presso



Guests enjoy the Grand Opening celebration

Pick the Pros Football Promotions Update:

It was a real dog fight throughout this year's Pro-Football season, but in the end, Fort Riley's Rally Point pulled ahead to win the coveted "Big Green Pick" award. Every location that participated (Bragg, Stewart, McCoy, Irwin, Riley) did a super job making their game picks. In the end, the spread between the top four locations was only 5 points! Mike Steffens, Manager of Rally Point, plans to have the Garrison Commander present the Big Green Pick award during the Super Bowl. Congrats to Mike and his team at Rally Point! (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Coca-Cola Mystery Shopper Results:

The Coca-Cola Mystery Shopper results are in and again our team of MWR professionals scored high. The results were outstanding with a 92 PERCENT success rate. The shop was graded successful if 1) the team member taking the order tried to "upsell" the order by offering a beverage and fries, 2) the team member was wearing the complete MWR Theme Operations uniform. Mystery shoppers also looked for friendly, helpful service, timely delivery of the order, clean service areas, quality of food and merchandising. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Updated Theme Operations Promotion Plan...Now Bigger And Better!

The MWR Theme Operations Promotion Plan has been revised and improved to provide you with more Limited Time Offers (LTOs) and new food specials. Seasonal promotions, such as last year's Chicken BLT Sandwich and Pig Pie Pizza, are now available for you to run as an LTO. Other new LTO food specials include the Barbecue Burger, Wraps, Cheeseburger Pizza, an exciting new BLT Pizza and more.

The book has been divided into four sections; LTO Pizzas, LTO Sandwiches and Snacks, Seasonal Pizzas and, Seasonal Sandwiches and Snacks. You should already have a copy of the original Promotion Plan binder in your office. We will no longer be printing and shipping you new books each time there's an update. From now on, you can print the most current version of the book as a download from our fulfillment center website. Here's what to do:

1. www.prafulfillment.com
2. Choose CLIENT ACCESS and enter your user name and password.
3. Choose THEME OPS PROMO PLAN from the left-side menu bar.
4. Choose the book you want by clicking the icon.

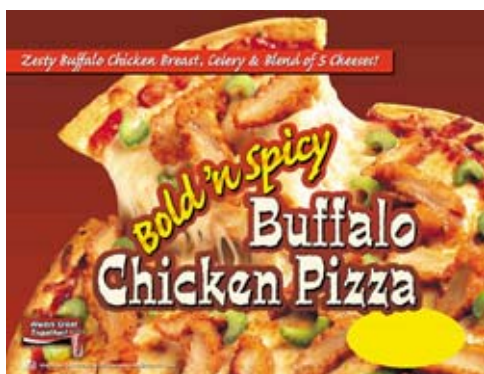
MWR Marketing offices will also be able to access and print the Promotion Plan for their use. A special password has been created that will allow them to access the site to print the updated book. Most Marketing Offices have color printers. If you don't have a color printer in your office, you may want to ask your Marketing Director to print a copy of the book for both of you.

And finally, a word about the CDs that contain the printed ad layouts. Marketing Offices will automatically receive new CDs whenever we add new food specials. For locations that do not have Marketing Offices, the CDs will be sent to the restaurant manager. (POC: Sharon Bertschi, DSN 761-5213, e-mail: Sharon.Bertschi@cfsc.army.mil)

Quarterly Promotions: May Through August Promotion Preview

MWR Theme Operations quick serve restaurants will be dishing up bold flavors to guests from May through August. The sandwich special is a delicious Chicken Fajita Pita, stuffed with tender grilled chicken breast, jalapenos, tomatoes, onions, lettuce and zesty sauce. The spicy Buffalo Chicken Pizza also holds its own in the flavor department. This pizza gets a generous toss of tasty Buffalo Chicken chunks and crunchy chopped celery. These two specials are different and delicious, and will make for an exciting addition to your menu.

Due to extensive soldier deployments, our full serve restaurants new seasonal promotion has been placed on hold. Managers will have the option of bringing back an old favorite and re-using their menu inserts or, they can run a Chalkboard Special. Full serve restaurant managers should coordinate with their Area Managers to choose an appropriate Chalkboard Special. (POC: Sharon Bertschi, DSN 761-5213, e-mail: Sharon.Bertschi@cfsc.army.mil)



Upcoming Unit Openings

The Fort Stewart Bowling Center's newly renovated Strike Zone snack bar will open for business on Tuesday, February 15th. The Fort Carson new Mulligan's snack bar Grand Opening is scheduled for Wednesday, March 2nd. The Picatinny Golf Course halfway house which currently features a Lil'Skeeters BBQ snack bar will reconfigure operations to a Habanero "Fresh-Mex Grille" and open on Monday, March 21st. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Test your ServSafe Knowledge (See Page 8 for Answers)

1. Q. True or False: During handwashing, foodhandlers must vigorously scrub their hands and arms for two minutes.

2. Q. True or False: Gloves should be changed at least every four hours during continual use.
3. Q. True or False: A foodhandler diagnosed with salmonellosis cannot continue to work at an establishment while he/she has the illness.

Getting Back to Basics: Better Hamburgers

Recently a guest approached me in one of our units with a complaint after having eaten one of our hamburgers, saying that “it lacked any taste”. Hamburgers are a critical component of our quick service menus. To prepare and serve the best possible hamburger day in and day out, we must all ensure that we:

1. Utilize the proper burger patty we’ve specified in your MWR Theme Operations Ordering Guide
2. Properly season the burger patty prior to cooking with Lawry’s seasoning salt as specified in your MWR Theme Operations standardized recipe
3. Prepare the burger as directed in the standardized recipe, cooking it to the proper internal of 165 degrees (F)
4. **NEVER...NEVER** cook burgers ahead of time to be held in a pan of au jus on the flat top griddle
5. **NEVER...NEVER** when using a flat top griddle or char broiler press the juices out of the burger with a spatula to speed the cooking process
6. Maintain clean/hot cooking equipment surfaces during the shift by periodically removing burnt on food particles that have accumulated on the grill top

For those larger units that utilize our specified Neico Broiler please ensure that at the close of business each day, we do the following:

1. Wipe down the outside of the entire broiler
2. Clean the chains with a wire brush to remove burnt on food particles
3. Remove the catch pans, side panels, and grease trap, take them to the dishwashing area for cleaning
4. Let all pieces of equipment air dry overnight. The opening crew should re-assemble the unit in the morning.

Following these few simple procedures will help ensure that we are consistently delivering the juiciest, most flavorful hamburger possible to our guests. (POC: Roger Weger, DSN 761-5224, e-mail: Roger.Weger@cfsc.army.mil).

Bite Me Combo Craze Promotion:

The Bite Me Combo Craze is currently in action at 35 participating MWR Theme Operations. The promotion objective is to increase combo sales and improve brand identity. Remember to inform your staff about the chance to win an iPod mini by registering their game piece's unique number online at www.mwrpromotions.com. Customer's can also brag about your service with the online survey. In a recent focus group soldiers were asked about the promotion and the overwhelming response was that the photo of the iPod mini attracted them to the promotion. With that said, make sure your posters and media are in locations outside of the facility.



Soldiers said that they were more likely to know about the promotion if information were posted in the barracks, gym and the commissary. Do your part to increase sales by displaying posters and information outside of the facility to bring in new business. Once inside the facility - make sure to dazzle them with your customer service to keep them coming back for more! (POC: Kristen Kea, Commercial 703-428-6119, e-mail: Kristen.Kea@cfsc.army.mil)

Guest Service Tip of the Month

Setting the Stage for Service Excellence: Guest Expectations

Guest service is one of the most important things we do to create a sense of being home for the Army family. It's critical that we look at guest service not just as delivering food to a guest's table, boxing up a pizza, nor making change across a counter. Guest service takes place from the time the guest enters our operations until the time they leave. Guest service begins when we greet them, continues with the conversation we have while we are serving them, includes the times we check back with them to see if they enjoyed everything, and is constant right up until the time they walk out the front door. Guest service takes place at every interaction and every time we encounter a guest. Whether they are calling for information or to place an order, whether they want a refill from the bar or need change, we're delivering guest service at each and every one of these interactions. No matter what our position or job is each guest that enters our operation should be treated like family and should be made to feel welcome and comfortable.

MWR Honors:

Terry Wilcox, 235th BSB in Ansbach, Germany received the "Excellence in Management" Award for a midsize facility for expanding and improving the Katterbach Action Lanes bowling center. Congratulations to Terry!

Transitions:

Mr. Mark Onstad has departed the Fort Leonard Wood Bowling Center and has taken a new position at the Fort Polk Bowling Center. We hope to bring Mark back into the Strike Zone fold within the next year.

Mr. Jim Hill, Chief of Business Operations at the Southwest Regional Headquarters will be retiring after 49 years of MWR service. His retirement is scheduled for the end of Jan. 05. His successor will be Mr. Doug Smith, who comes from the 26th Area Support Group, in Heidelberg, Germany.

Mr. Doug Smith, Chief, 26th ASG Hospitality Management Group, Heidelberg, Germany has moved to the Southwest Region IMA as Chief, Business Programs. During his tenure at the 26th ASG, Doug oversaw the opening of "Wingers" in Mannheim and Darmstadt communities, "Kids' Zones" in Heidelberg, Kaiserslautern and Darmstadt, Philly Joe's in Darmstadt, TGI Fridays in Heidelberg and Habanero "Fresh-Mex Grille" & Primo's Pan Pizza in Mannheim.

If you have been promoted or transferred into a new job recently, email us so we can recognize and celebrate your success in *E-News*. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil)

Annual MWR Theme Operations Client Survey

This year's MWR Theme Operations "Time to Tell" Client Survey will be provided to attendees during registration at our annual Unit Managers' Conference to be held at Shades of Green, Lake Buena Vista (Orlando), Florida on 3 April 2005. Your comments and feedback will be used to improve our service and performance to you, our most valued business partner. (POC: Gloria Bailey-Davis, DSN 761-5207, e-mail: Gloria.Bailey-Davis@cfsc.army.mil)

Answers to ServSafe Questions: 1. False 2. True 3. True

Closing Thought:

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated failures. Persistence and determination alone are omnipotent."

--Calvin Coolidge



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